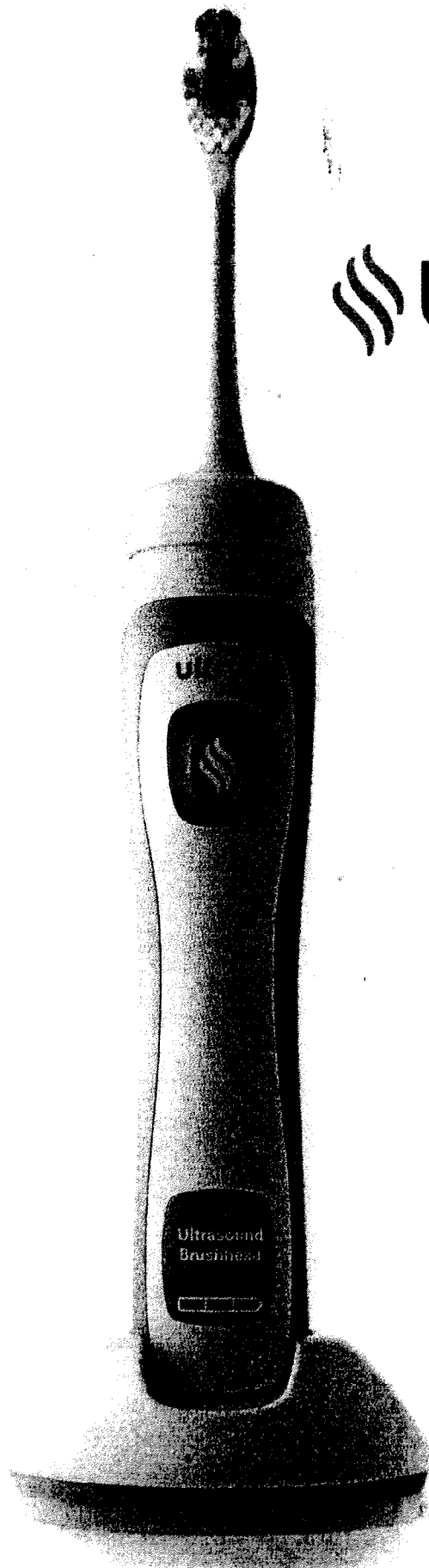


# Exhibit I

**new**

 **ultreo**<sup>™</sup>  
the ultrasound toothbrush



**The only power  
toothbrush**

to combine  
groundbreaking  
ultrasound  
waveguide  
technology with  
precisely tuned  
sonic bristle  
action.

**An experience  
unlike any other**  
a deep, long-lasting  
feeling of clean.

**Ultreo**

The Ultimate  
Ultrasound Clean.

## Ultreo features



**Sonic bristles with power tip**  
Sonic action bristles with power tip create bubbles in your mouth and clean away plaque upon contact.



**Ultrasound waveguide**  
Channels ultrasound energy into the bubbles in your mouth.

**Ultra-slim neck**  
Allows for easy access to the back of the mouth.

**Snap-on brush head**  
Easy to remove and a snap to clean.

**Slim-waisted handle**  
Ergonomically designed handle fits perfectly in the hand for comfort and easy maneuvering around the mouth.



**Auto shut off timer**  
Automatically shuts off after the dental professional-recommended 2 minutes of brushing time.



**Brushing interval signal**  
Signals every 30 seconds to help you clean all areas of your mouth equally.



**Programmable ultrasound brush head replacement indicator**  
When it's time to change your brush head, the word "Replace" will illuminate. Programmable for 1 or 2 users per handle.



**Battery charge status indicator**  
Tells you the level of charge on the battery. With a full charge, you can use Ultreo for up to 28 brushings without additional charging.

**Charger base and wall plug**  
Ultra-compact and ultra-sleek with a universal voltage wall plug.

new

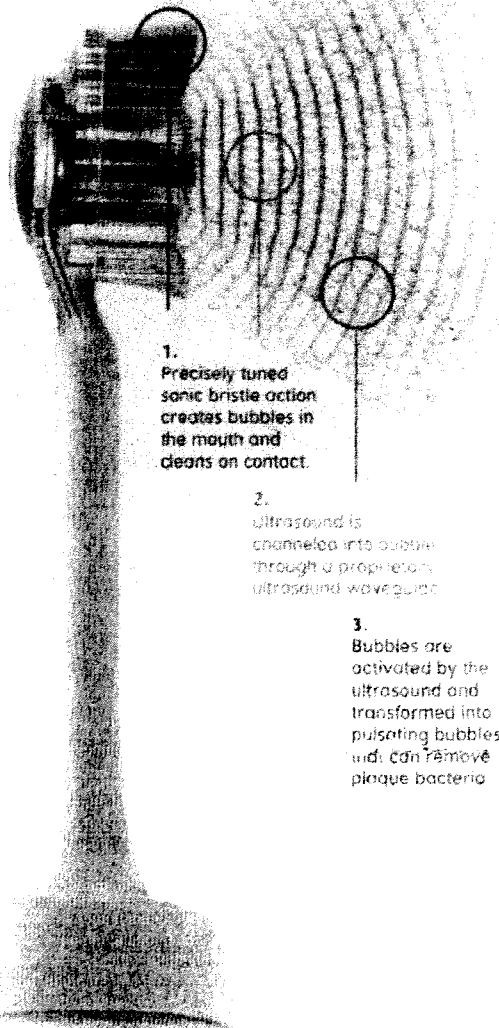
# ultreao

the ultrasound toothbrush

## The difference is Ultrasound

Ultreao™ is the first power toothbrush to combine the forces of ultrasound waveguide technology with precisely tuned sonic bristle action. Ultrao's bristles create bubbles in the mouth that are powerfully activated by nearly 4 million cycles of ultrasound energy channeled by a proprietary ultrasound waveguide. As these bubbles expand and contract, they're able to remove plaque bacteria.

Ultrao—a safe, yet powerful cleaning combination of ultrasound-activated pulsating bubbles and sonic bristle action for a gentle, deep, long-lasting feeling of clean.

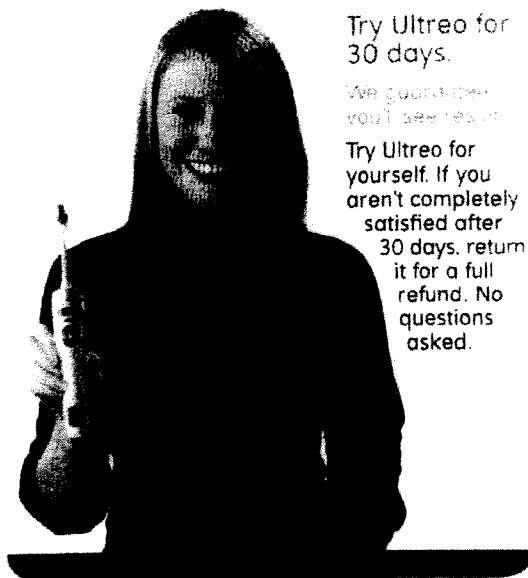


1.  
Precisely tuned  
sonic bristle action  
creates bubbles in  
the mouth and  
cleans on contact.

2.  
Ultrasound is  
channeled into bubble  
through a proprietary  
ultrasound waveguide.

3.  
Bubbles are  
activated by the  
ultrasound and  
transformed into  
pulsating bubbles  
and can remove  
plaque bacteria.

# the ultrasound toothbrush



Try Ultreeo for  
30 days.

We guarantee  
you'll see results.

Try Ultreeo for  
yourself. If you  
aren't completely  
satisfied after  
30 days, return  
it for a full  
refund. No  
questions  
asked.

## Here's what you can expect

### A deep clean

Ultréeo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque bacteria that bristle action alone can leave behind.

### A fast clean

Ultréeo has been clinically proven to remove up to 95% of plaque from hard-to-reach areas in the first minute of brushing.

### Naturally whiter teeth

Ultréeo has been clinically proven to remove surface stains for naturally whiter teeth in just 14 days.

### Improved gum health

Ultréeo has been clinically proven to reduce gingivitis in just 30 days.

### A safe and gentle clean

Ultréeo is shown to be safe and gentle for everyday use on gums, natural tooth surfaces and dental work.

### A long lasting clean

More than half the people who used Ultréeo in a recent study thought the feeling of clean after brushing lasted longer than with the power toothbrush they normally use.

### A brushing experience you'll love

9 out of 10 people who used Ultréeo in a recent study thought their teeth felt smooth and clean after brushing. And 7 out of 10 preferred Ultréeo to the power toothbrush they normally use.



Ultrero, Inc.

9451 Willows Road NE, Suite 101  
Redmond, WA 98052

[www.ultrero.com](http://www.ultrero.com)

877.4 ULTREQ (877.485.8736)

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U.S. and international patents pending.

Model number Ultrero, U-1

Universal voltage:  
100-240 Vac, 50-60 Hz, 2.6W

Made in the USA with US and  
International components.  
Printed in USA.



Box material and plastics  
are recyclable

NIMH Battery

Contains no cadmium, lead or mercury.  
Dispose of properly.

SKU: DISP PACK  
LOT: 1807

5001008

6001005

the ultrasound toothbrush  
**Ultrero**